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# ***Take Heart Alaska***

## ***Promoting Health at Work: A Resource Guide***





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# **Promoting Health at Work:** A Resource Guide

*Take Heart Alaska Coalition  
Worksite Health Promotion Committee  
October 2003*

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# ***Worksite Health Promotion Committee***

The Worksite Health Promotion Committee is part of the statewide coalition Take Heart Alaska. The WHP Committee is committed to increasing the capacity of worksites to offer health promotion programs and activities.

## **THA Worksite Health Promotion Committee Members**

Kenn Barnett  
Massage Therapist—Anchorage

Summer Bass Neuroth  
Wellness Initiatives Network For  
Alaska—Anchorage

Shannon Brady Garman  
Wellness Initiatives Network For  
Alaska—Anchorage

Mike Chriss  
BP Exploration—Anchorage

Evan Darling  
Wellness Initiatives Network For  
Alaska—Anchorage

Jeff Erickson  
Alaska Regional Hospital—Anchorage

Debbie Evans  
Alaska Native Medical Center &  
Southcentral Foundation—Anchorage

Steve Johnson  
MOA Dept. of Health & Human Svcs.—  
Anchorage

Pat Morrison  
Public Health Nursing—Kenai

Corky Olson  
Public Health Nursing—Ketchikan

Barb Smith  
Public Health Nursing—Anchorage

Sumer Todd-Harding  
State Cardiovascular Health Program—  
Juneau

Sally Urvina, ANP  
Juneau Public Health Center—Juneau

Julie Witmer  
Alaska Native Medical Center &  
Southcentral Foundation—Anchorage

Carol White  
State Cardiovascular Health Program—  
Juneau

Thalia Wood  
State Maternal, Child & Family Health  
Section—Anchorage

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# ***Purpose***

This resource guide was developed by the Take Heart Alaska Worksite Health Promotion committee. The purpose of this guide is to serve as a tool for worksites in identifying resources and ideas for promoting health among employees. This guide includes health promoting activities around nutrition, weight management, tobacco cessation and stress management as well as physical activity. It also shares examples of health promotion programs that have been used successfully in Alaska, Washington and elsewhere in the United States.

Information in this directory was provided by the members of Take Heart Alaska Worksite Health Promotion Committee and Washington Coalition for Promoting Physical Activity worksite groups. It is not intended to be all inclusive of available programs. This guide can be used as a reference for selecting a program that has either been tested or seems promising for worksite environments.

Brisk walking is one of the best and easiest ways to be physically active. Worksite programs that incorporate this simple, low-cost activity can involve employees at any age or ability.

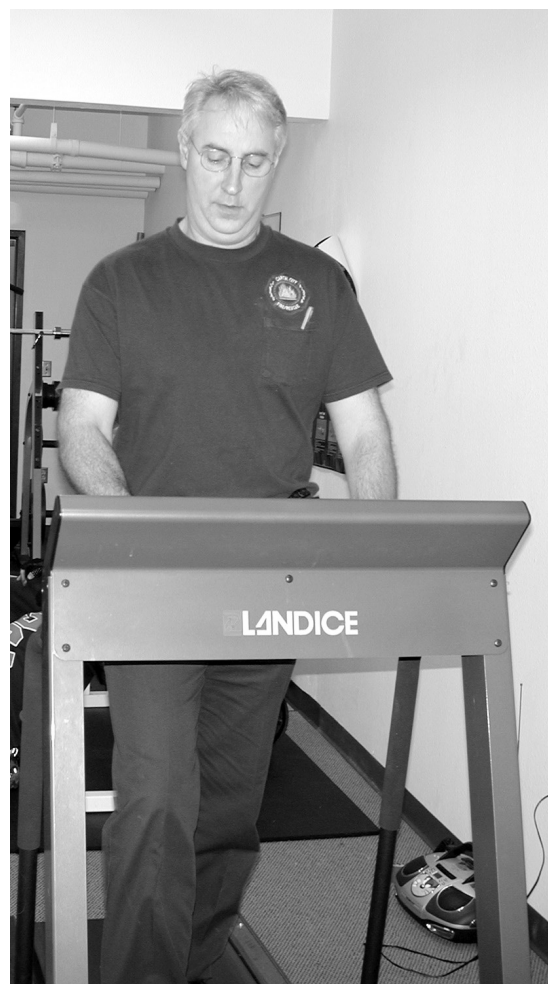




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# ***Acknowledgments***

The Promoting Health At Work: A Resource Guide expands the Promoting Physical Activity at Work: A Resource Guide. The Promoting Physical Activity at Work: A Resource Guide was originally modified, with permission, from a similar guide developed by the Washington Coalition for Promoting Physical Activity – Worksite Group.



***Take Heart  
Alaska***

Take Heart Alaska is a statewide cardiovascular disease prevention coalition. The objective of Take Heart is to increase heart health among all Alaskans through advocating for individual and community-based commitment to healthy lifestyles and improving access to preventive services.

For more information about Take Heart Alaska, please:

- Call us at 1-888-465-3140 OR
- Send an e-mail message to [tha@health.state.ak.us](mailto:tha@health.state.ak.us)

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# ***Promoting Health at Work:***

## **A Resource Guide**

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# Introduction

## *Worksite Health Promotion*

Congratulations! If you are reading this you are aware or about to become aware of the importance of health promotion not only to your individual employees but to your business as a whole. Perhaps you already have a worksite health promotion program established and are looking for new ideas; or you may be looking at the possibility of implementing a program. Worksite health promotion initiatives may include physical activity, smoking cessation, nutrition, ergonomic evaluations, or other health building activities. A business may choose to focus on one aspect or to have a multi-faceted program. If you have any doubt about whether or not your business is ready for health promotion, the Wellness Councils of America ([www.welcoa.org](http://www.welcoa.org)) lists six key reasons for developing a program:

- 1. Health care costs.** It is estimated that in 2003, the U.S. will spend \$1.66 trillion dollars on health care, much of which can be linked to health habits (National Health Expenditure Amounts and Average Percent Change by Type of Expenditure - [www.cms.hhs.gov/statistics/nhe/projections\\_2002/t2.asp](http://www.cms.hhs.gov/statistics/nhe/projections_2002/t2.asp)).
- 2. Most illnesses can be avoided.** It has been suggested that preventable illnesses make up approximately 70% of all illness associated costs.
- 3. The work week is expanding,** and traditional work boundaries are disappearing, creating additional health risks to employees.
- 4. The technology revolution is on,** creating health concerns of its own including repetitive stress injuries, low back problems, and sedentary lifestyles.
- 5. Employee stress levels are increasing.** According to a recent nationwide poll, 78% of Americans describe their jobs as stressful.
- 6. Increasing diversity in the workforce** means businesses need to address a variety of health concerns.

Employers can affect the health of their employees by establishing supportive policies and environments, providing recreation facilities, and offering health promotion programs that include a strong physical activity component.

## ***Benefits of a Worksite Health Promotion Program***

Worksite health promotion can produce the following benefits to employers:

- Reduced health care costs
- Increased quality and quantity of production
- Improved corporate image
- Improved community relations
- Selective recruitment of employees
- Improved job satisfaction
- Improved employee morale
- Reduced staff turnover
- Reduced absenteeism
- Fewer on the job injuries
- Reduced worker compensation claims
- Decreased level of conflict at work

Worksite Health Promotion Programs, especially Physical activity programs, can also benefit the employee by improving health in the following ways:

- Reduces risk of dying from coronary heart disease
- Helps reduce blood pressure in people with hypertension
- Lowers both total cholesterol and triglycerides and may increase high-density lipoproteins ("good" cholesterol)
- Helps prevent complication in people with non-insulin dependent (Type II) diabetes mellitus
- Helps people achieve and maintain a healthy body weight
- Reduces feelings of depression and anxiety
- Promotes psychological well-being and reduces feelings of stress
- Helps build and maintain healthy bones, muscles, and joints

(IRSA 1992; Shephard 1992; Pelletier 1993; Wellness Councils of America, Wellness Councils of Canada 1998)

## ***Lifestyle and Health***

How we live our lives helps shape our health. This is not a new idea; it's thousands of years old. What's new in the 21st century is that we see the shape more precisely. Research quantifies the percent of our risk for major health problems, like heart disease, diabetes, and cancer. The risks are based on the foods we eat, how many minutes a day we are active, and the types of personal difficulties we struggle with. After reading many research reviews, we can summarize modern day science findings on:

- Activity: "Use it or lose it."
- Food: "You are what you eat."
- Outlook: "The trouble with life in the fast lane is that you get to the other end in an awful hurry." –*John Jensen*

In light of this, there are many simple ways to improve our health. A wide variety of programs promote changes relatively painlessly, some are downright fun. People can become healthier by making a single, specific change or a total overall change in day-to-day choices. This guide is to encourage us, as people who spend a lot of our time at work, to make that time an investment in our health that will spill over into the rest of our lives and the lives of those we love.



When employees ride bikes instead of driving to work they get exercise, reduce pollution, and save money. Employers can help by providing secure bike racks and changing rooms.

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# ***Setting the Stage***

## ***Stages of Change***

The following model outlines a series of stages that people typically move through in order to make a new behavior part of their lifestyle. It applies to behavior change around any lifestyle issue; physical activity is used in this example.

<b>STAGE</b>	<b>BEHAVIOR</b>
<b>Pre-contemplation</b>	No intention of changing behavior, unaware of risks of physical inactivity, need more information
<b>Contemplation</b>	Aware of the benefits of physical activity; plan to become more active in the future; need encouragement and assistance in overcoming barriers
<b>Preparation</b>	Plan to become more active in the next 30 days; may have tried unsuccessfully in the past; provide knowledge, skill building and opportunities to practice activity
<b>Action</b>	Physical activity is at recommended level but for less than 60 days; support is critical
<b>Maintenance</b>	Regular physical activity is a way of life

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# ***Stages of Change Worksheet***

You can ask participants to answer the following question to assess which stage (see table on previous page) they are in:

Think about how physically active you are in all of your daily activities including your job, household chores, social activities and recreational activities. Someone who is truly physically active would spend **at least a total of 30 minutes on 5 or more days a week doing physical activities that cause them to at least breathe a little harder and feel a little warmer.**

## **Would you say that you are truly physically active now?**

- ☐ NO, I am NOT physically active now, and I don't have plans to change.
- ☐ NO, I am NOT physically active now, BUT I am thinking about becoming more active in the next 6 months.
- ☐ NO, I am not physically active now, BUT I plan to become more active in the next 30 days.
- ☐ YES, I am physically active, but it has been less than 6 months since I started.
- ☐ YES, I have been physically active for more than 6 months.

Each statement above matches with one of the stages of change on the previous page. The first selection would identify pre-contemplation, the second contemplation, the third, preparation, and so on.

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# ***Designing Your Program***

Starting a health promotion program at work is like putting up fish. Planning is critical, the right tools need to be in place, and help is very important. This guide will help you begin. Program descriptions include the equipment, facilities, and/or forms needed for participation. Contact people are listed who can answer questions about the specific programs. Management support is essential and needs to be sought early on. A program managed by 3 – 5 people strengthens the program both in terms of organization and of creatively adapting a program for your particular workplace.

Workplace health promotion programs can take many forms. To begin designing your program, consider the following:

## **Employee Committee**

- ☐ You may want to form a Wellness Committee
- ☐ Try to have a representative from each department on the committee

## **Budget**

- ☐ Do you have a budget?
- ☐ Will you be looking for free resources and do-it-yourself programs?

## **Management Support**

- ☐ Has management endorsed the program?
- ☐ Will employees be given company time to participate?

## **Makeup of your workforce**

- ☐ What are the interests, shifts and locations of employees?

## **Target Audience**

- ☐ Will you target a certain workgroup, all employees, or employees in a certain stage of change?

## **Goals and Objectives**

- ☐ What do you hope to achieve with this program?
- ☐ Give yourself something measurable to shoot for.

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Next, determine what types of activities will best meet your needs. The activities listed in this guide have been divided into four levels of programming. These levels are designated in the focus section of each activity description:

**Awareness Activities** can reach all employees with little cost. They promote interest in health by providing program promotion, visibility, health information, and encouraging health awareness. This is a passive way of providing health education and is the least likely to affect behavior change though it can be an effective way to move someone from pre-contemplation to contemplation. Awareness activities include payroll stuffers, flyers, bulletin boards, and e-mail messages.

**Knowledge Activities** provide personalized information, motivation, concrete skills, and the support of others. Knowledge activities may include videos, guest speakers, fitness assessments, demonstrations, and self-study programs.

**Behavior Change Activities** provide employees with support to maintain their commitment to health long enough so that it becomes part of a new lifestyle. These programs can be costly in terms of staff time and resources. Behavior change activities may include ongoing skillbuilding classes, multiple session seminars, multiple-week or on-going healthy lifestyle challenges, and individual goal-setting sessions.

**Environmental/Cultural Support Activities** provide an environment that supports employees in their efforts to be health conscious. A variety of policies and facilities help to create a sense of employer commitment and foster a feeling of team spirit among the staff. They give the “green light” to those who would feel awkward about joining in. Environmental/Cultural Supports include walking clubs, workplace policies that support health promotion such as clean air policies, vending machines with healthy choices, bike racks, management support and participation, group stretch breaks, and ergonomically designed work stations.

Finally, you have gotten management support and planned well . . .

Start and enjoy!





# ***Health Promotion Programs for the Worksite***



If you are looking for a health promotion activity for your worksite, you do not have to start from scratch – there are programs already out there that have proven successful. The following pages present some of these programs that may be used as they are or modified to fit the particular needs of your business.

# ***Health Promotion Programs for the Worksite***

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## ***5-A-Day The Color Way***

5-A-Day The Color Way is a national program that promotes increased consumption of fruits and vegetables. BP Exploration Alaska has incorporated a weekly trivia, involving the fruit or vegetable of the week, to help engage the employees and increase their awareness of the benefits fruits and vegetables can have on their health. A recipe/food presentation contest was developed to find creative ways that the employees eat their fruits and vegetables. Incentives and giveaways may be incorporated into this program. BP Exploration Alaska also involved their on-site café and kitchen staff through providing 5-A-Day aprons and hats. A team effort between the café, kitchen staff and health promotion was incorporated in promoting the consumption of fruits and vegetables through a variety of activities and modifications in the presentation of food servings.

Program Length	one month
Source of Program	Produce for Better Health Foundation, <a href="http://www.5aday.com">www.5aday.com</a> , BP Exploration Alaska Health Promotion
Contact Information	Mike Chriss, Health Promotion Coordinator BP Exploration Alaska PO Box 196612, MB3-3 Anchorage, AK 99519 E-mail: <a href="mailto:chrissmn@bp.com">chrissmn@bp.com</a> Voicemail: 907.564.4817
Cost	Cost of incentives, giveaways and promotional tools -- materials may be obtained at <a href="http://www.5aday.com">www.5aday.com</a> .
Staff Time Required	Staff time may vary for the 5-A-Day program. It can range from 2 to 4 hours a week, after the initial set-up and promotion of the 5-A-Day program has been done.
Focus	Education, awareness, establishing healthy habits.
Target Audience	All types

# ***10,000 Steps to Living Healthy***

This is a lifestyle activity program based on the latest research. Striving for 10,000 steps a day meets the physical activity guidelines recommended by the Surgeon General. Participants wear a pedometer every day for 8 weeks. The number of steps taken each day are recorded on the 10,000 Steps Postcard. At the end of every week, the Steps postcard is mailed back to the program coordinator. The goal is to reach 10,000 steps a day or 50,000 steps each week. “Steps” include walking, running, dancing, stair climbing and/or finding creative ways to “step.”

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Program Length	8 weeks
Source of Program	Alaska Area Diabetes Program (sample materials available)
Contact Information	Carol Treat, MS, RD, CDE Alaska Area Diabetes Alaska Native Medical Center 4300 Diplomacy Dr. Anchorage, AK 99508 E-mail: ctreat@anmc.org Voice: (907) 729-1128 Fax: (907) 729-1229
Cost	Pedometers, postcards and prizes (donations can help)
Staff Time Required	2-4 hours a week for 15-20 people; 16-24 hours start-up work
Focus	Changing behavior; becoming more physically active in everyday activities
Target Audience	Any size group

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# ***Alaskanize Your Exercise***

Each week, participants record the minutes they have exercised. Those exercise minutes convert directly towards miles traveled on some of the most amazing trails throughout Alaska.

The program begins in South-Central Alaska, utilizing trails such as Crow Pass, Resurrection, Lost Lakes, and Johnson Pass. Then, participants head north up the Iditarod trail for another week to Denali National Park, where they hike their way around the park. During the fourth and final week participants begin their trek up Mt. McKinley.

Participants turn their logs into the program coordinator for weekly prize drawings. Trail updates and incentive prize winners should be announced each week.

Program Length	4 weeks - Mileages can be adjusted to lengthen or shorten the program. A reasonable ratio conversion for minutes exercised to miles traveled is 1 minute of exercise = 1.5 miles traveled. When climbing McKinley, 1 minute of exercise = 225 vertical feet. A four week program with these ratios equates to approximately ninety minutes of exercise per week.
Source of Program	Wellness Initiatives Network for Alaska, Inc.
Contact Information	Shannon Brady Garman, Summer Bass Neuroth, or Evan Darling WIN For Alaska, Inc. PO Box 91393 Anchorage, AK 99509 E-mail: winfor@alaska.net Voice: (907) 248-0797 or (866) 248-0797 Fax: (907) 248-0751 www.winforalaska.com
Cost	Cost of prizes and distribution materials
Staff Time Required	Approximately 1 to 4 hours per week
Focus	Promoting physical activity and encouraging healthy behaviors through awareness, education, and behavior change
Target Audience	Any size group

# ***Be Healthy, Be Active***

This is an awareness campaign to promote moderate physical activity for people who are 50-70 years old. Campaign materials include, the “Active Times” tabloid, posters, flyers, paycheck stuffers, ad slicks, logo slicks, a website ([www.BeActive.org](http://www.BeActive.org)) and radio PSAs. These materials can be placed throughout the worksite, in newsletters, payroll envelopes, and in conjunction with other planned activities.

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Program Length	No specified time
Source of Program	Washington Coalition for Promoting Physical Activity and the Washington State Department of Health
Contact Information	Charlotte Claybrooke Department of Health P.O. Box 47836 Olympia, WA 98504-7836 E-mail: <a href="mailto:charlotte.claybrooke@doh.wa.gov">charlotte.claybrooke@doh.wa.gov</a> Website: <a href="http://www.BeActive.org">www.BeActive.org</a> Voice: (360) 236-3623 Fax: (360) 236-3708
Cost	Materials are free—more than 200 copies may involve copying costs
Staff Time Required	Time for distribution of materials
Focus	Increasing knowledge and awareness
Target Audience	50-70 year olds

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# ***Bike to Work Day or Week***

This national effort promotes healthy activity in a daily routine. It also raises awareness of the presence, practices and needs of bicyclists. Bike to Work is held for a day or a week, usually during the 3<sup>rd</sup> week of May. Local sponsors provide breakfast goodies at gathering points. Ride leaders review rules of the road and safety practices then lead groups to work or school. Local health clubs and the city swimming pool offer free showers to riders showing their bike helmets.

Program Length	1 day or 1 week; promotion usually lasts about 3 weeks
Source of Program	Bike clubs, local transportation or parks and recreation agencies, school districts
Contact Information	Bob Laurie State Bicycle & Pedestrian Coordinator; Alaska DOT& PF 3132 Channel Drive Juneau, AK 99801-7898 E-mail: Robert_Laurie@dot.state.ak.us Voice: (907) 465-6989 Fax: (907) 465-6984
Cost	Copying (posters), incentives and prizes (usually donated), advertising.  More information and organizer's kit available for nominal cost from: League of American Bicyclists; 1612 K St. NW, Suite 401; Washington, DC 20006-2082; PH:(202)822-1333; FAX: (202) 822-1334; web: <a href="http://www.bikeleague.org">www.bikeleague.org</a>
Staff Time Required	4-12 hours/week for 6 weeks (4 weeks before, 1 week during, 1 week after)
Focus	Increasing knowledge; increasing awareness; changing behavior
Target Audience	Any size worksite, communities

# ***Caught In Action***

Employees are encourage to bike or walk to work. If you are “caught” by one of the designated people, you can win a prize. Also, every five days you participate in the program, your name will go into a monthly drawing for a prize. A grand prize is awarded at the end of the program.

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Program Length	Any length of time
Source of Program	SEARHC Health Promotion Program - Sitka
Contact Information	Liz Terry SEARHC Community Health Services 222 Tongass Drive Sitka, AK 99835 Voice: (907) 966-8710 Fax: (907) 966-2489
Cost	Cost for prizes, log sheets, and announcement flyers
Staff Time Required	Minimal - time needed for drawings only. Designated “spotters” only look for people during their standard daily activities.
Focus	Encouraging physical activity and lifestyle change
Target Audience	All types

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# ***Celebrate Health***

Stress Reduction/Lifestyle Modification incentive program. Teams are formed, and points are provided for completing and/or participating in a variety of daily wellness activities (providing mental, social, physical, spiritual, intellectual or emotional benefits). Examples of activities include: writing a letter to a friend, drinking 8 glasses of water, exercising, sending flowers to someone, getting a checkup, and many more. Activities have varying levels of points based on degree of involvement. Prizes provided in a variety of categories.

Program Length	Eight to twelve weeks
Source of Program	BP Exploration Alaska, Health Promotion. Adapted from Health Enhancement Services, <a href="http://www.hesonline.com">www.hesonline.com</a> or 800.326.2317
Contact Information	Mike Chriss, Health Promotion Coordinator BP Exploration Alaska PO Box 196612, MB3-3 Anchorage, AK 99519 E-mail: <a href="mailto:chrissmn@bp.com">chrissmn@bp.com</a> Voicemail: 907.564.4817
Cost	Cost of materials and prizes. Distributed electronically and hard copy.
Staff Time Required	Team Captains (department volunteers) 1-2 hours per week. HP Staff 3-5 hours per week.
Focus	Awareness, Education, Behavior change. Building social interaction and morale with teams.
Target Audience	All types

# ***Club Lacey Challenge***

*(Use your company name in place of Club Lacey)*

This program offers rewards for maintaining a commitment to aerobic exercise over a period of one, two, or three months. Participants receive a booklet with information on setting their goal, understanding fitness, warm-up and cool-down, and stretching. The booklet also contains monthly exercise journals to record activities. It also highlights the city's employee exercise room and lists several walking routes that start and stop at city buildings. Rewards include T-shirts, exercise club memberships, or gift certificates.

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Program Length	1-3 months
Source of Program	City of Lacey
Contact Information	Robin Quinn-Dowling Personnel Analyst 420 College St. S.E. Lacey, WA 98509-3400 Voice: (360) 491-3214 Fax: (360) 438-2669
Cost	Printing booklets, prizes. Many gift certificates were donated by local businesses.
Staff Time Required	35-40 hours
Focus	Changing behavior
Target Audience	Large worksites

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# ***Daily/Weekly Activity Tips***

Send daily or weekly tips to employees via e-mail, bulletin boards, lunch room table tents, or rest room doors. Provide quick tips on the benefits of physical activity, injury prevention, local resources (YMCA, health clubs, etc.) and how to sneak activity in at work (desk stretches, walking breaks, take the stairs, park away from the building, etc.). Tips may also include inspirational and humorous quotes.

Program Length	1 week to 1 month—try to coordinate with other physical activity campaigns such as National Physical Fitness & Sports Month (May) or National Employee Health & Fitness Day (3 <sup>rd</sup> Wednesday of May)
Source of Program	Association of Washington Cities
Contact Information	Julie McDowell Health Promotion Coordinator 1076 Franklin Street S.E. Olympia, WA 98501 E-mail: <a href="mailto:juliem@awcnet.org">juliem@awcnet.org</a> Website: <a href="http://www.awcnet.org/wellness">www.awcnet.org/wellness</a> Voice: (360) 753-4137 Fax: (360) 753-4896
Cost	None—samples of program materials are available from the contact listed above.
Staff Time Required	2-5 hours
Focus	Increasing awareness
Target Audience	Any size worksite

# ***Eagles vs. Ravens Walk Contest***

This is an annual event (sponsored by SEARHC Health Promotion) that encourages participants to get at least 30 minutes of physical activity a day. Teams are based on the Tlingit kinship structure of Raven and Eagle moieties within the tribe. Over 350 walkers are participating this year on teams of up to 10 people. Teams are made up of Eagles or Ravens who compete to make the most points to win the contest. One point is earned by each ½ hour of physical activity, such as, walking, running, hiking, bicycling, etc. Team captains keep records and report points four times during the contest. Prizes are given throughout the contest including the Grand Prize listing the winning team.

Program Length	2½ months (SEARHC conducts it May 15-July 31)
Source of Program	Southeast Alaska Regional Health Consortium (SEARHC) Health Promotion
Contact Information	Grace Lefthand SEARHC Health Promotion 3245 Hospital Drive Juneau, AK 99801 Voice: (907) 463-5850 Fax: (907) 463-5877
Cost	Participation is free; cost for program promotion and prizes
Staff Time Required	One full-time; one part-time staff
Focus	Increasing knowledge, awareness and activity; changing behavior
Target Audience	Community members—all ages; Alaska Natives living in Juneau

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# ***Family Fitness Fair***

Invite sporting goods stores, bike shops, health clubs, the local Parks and Recreation Department, YMCA, ski shop, and travel agency to participate in a Family Fitness Fair. Ask them to set up resource tables, displays, or offer hands-on activities. Encourage them to provide safety tips, samples, discount coupons and raffles.

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Program Length	1 day
Source of Program	Association of Washington Cities
Contact Information	Julie McDowell Health Promotion Coordinator 1076 Franklin Street S.E. Olympia, WA 98501 E-mail: <a href="mailto:juliem@awcnet.org">juliem@awcnet.org</a> Website: <a href="http://www.awcnet.org/wellness">www.awcnet.org/wellness</a> Voice: (360) 753-4137 Fax: (360) 753-4896
Cost	Prizes for activities and contests
Staff Time Required	5-15 hours
Focus	Increasing knowledge
Target Audience	Large worksites

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# ***Fill Your Tub***

Individuals drink 64 ounces of water a day until they drink a total of 46 gallons - enough water to fill a bathtub up to 7 inches. Everyone who succeeds at the end of the given time period receives a prize.

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Program Length	13 weeks
Source of Program	Alaska Department of Health & Social Services, Division of Health Care Services
Contact Information	Thalia Wood Newborn Metabolic Screening Division of Health Care Services 3601 C Street Anchorage, AK 99503 Voice: (907) 269-3499 Fax: (907) 269-3465 thalia_wood@health.state.ak.us
Cost	Cost of prizes and distribution materials
Staff Time Required	3-5 hours (to create and tally sheets and distribute prizes)
Focus	Encouraging healthy habits
Target Audience	Any size group

# ***Fitness Bucks***

Employees earn Fitness Bucks (play money) for participating in physical activity and eating a balanced diet from the Food Guide Pyramid. “Bucks” for physical activity are awarded for three different levels of activity including light, moderate, and vigorous activities. The more vigorous the activity, the more “Bucks” earned. Activities are logged on a calendar and submitted monthly for Fitness Bucks. Fitness Bucks may be cashed in at the end of the year for a variety of prizes listed in the Fitness Bucks catalog. Prizes include T-shirts, coffee mugs, sweatshirts, etc.

Program Length	On-going—may be modified for a designated period of time.
Source of Program	City of Marysville ( <i>sample program materials available</i> )
Contact Information	Steve Edin Human Resources Specialist 4822 Grove St. Marysville, WA 98270 E-mail: <a href="mailto:stevee@ci.marysville.wa.us">stevee@ci.marysville.wa.us</a> Website: <a href="http://www.ci.marysville.wa.us">www.ci.marysville.wa.us</a> Voice: (360) 651-5028 Fax: (360) 651-5033
Cost	Prizes and printing for Fitness Bucks, catalog and calendar
Staff Time Required	2-5 hours/month
Focus	Changing behavior
Target Audience	Any size worksite

# ***Fitness Challenge 2001***

The fitness challenge is an annual event that encourages, through a competitive means, people to live a healthier lifestyle. It stimulates team building through team competition. Each team earns points by: eating healthy foods, drinking water, smoking cessation, weight loss, fat loss, and exercising each day. Each member of the team must accumulate the minimum number of points, i.e., 2001 points. Prizes, trophies or comp. time (off work) may be presented to the winning team. Recommendation: This program is best when used during the winter months. January is a great month to begin.

Program Length	12 weeks, but may be modified to fit your needs
Source of Program	17 <sup>th</sup> Coast Guard District, Juneau, Alaska
Contact Information	Master Chief Frank Jennings 17 <sup>th</sup> Coast Guard District P.O. Box 25517 Juneau, AK 99802-5517 E-mail: mspeterson@cgalaska.uscg.mil Voice: (907) 463-2036 Fax: (907) 463-2131
Cost	Cost of prizes and/or trophies; Sample materials may be obtained by emailing: mspeterson@cgalaska.uscg.mil
Staff Time Required	Depends on number of teams The person who tracks the points for each team will need 1-2 hours/week to enter them on a spread sheet
Focus	Team building, increasing knowledge and awareness and promoting behavior change
Target Audience	Any size worksite—split into small groups/teams or as an individual challenge

# ***From S.A.D. to Glad***

Seasonal Affect Disorder (SAD) is characterized as a mood disorder specifically noticed during the darker winter months. Symptoms include low energy levels, cravings for sweets or carbohydrates, increased mood swings, or depression. The good news for those suffering from SAD is that up to 80% of people feel significantly better with light therapy. Light therapy involves sitting in front of a high intensity florescent light for 30 to 60 minutes, usually in the morning. However, not everyone is susceptible to this form of treatment, and the cost of the lights tends to sway people from trying them. This program purchases SAD lights for checkout by people for two weeks periods -- enough time for them to determine if the lights will work for them, and can provide enough justification for someone looking to purchase one on their own.

Program Length	Winter months
Source of Program	City and Borough of Juneau's Health Promotion Program "Health Yourself"
Contact Information	Carol White DPH Section of Epidemiology, Health Promotion Department of Health & Social Services PO Box 110616 Juneau, AK 99811-0616 Voice: (907) 465-8670 Fax: (907) 465-2770 carol_white@health.state.ak.us
Cost	Portable SAD lights cost \$250 each; cost of promotional materials
Staff Time Required	Minimal - time needed to organize check-out schedule
Focus	Allows employees to try light therapy to see if they are relieved of the symptoms often associated with SAD
Target Audience	All types

# ***Healthy Habits for Life: Your 6-Week Guide to Food and Fitness***

This six-week self-instructional program is an easy step by step approach to putting together a healthy lifelong eating and fitness plan and adopts a non-diet philosophy. It will help: break the diet cycle, assess your current diet, set up a personalized eating plan, establish activity goals, be restaurant savvy, stock a healthy kitchen, create quick and easy menus, and plan for eating on the run. The full-color program includes 6 Food and Activity Records, 1 Food Facts booklet, interactive worksheets and many additional resources. Also available on [www.eatsmart.org](http://www.eatsmart.org) under “free resources” is a downloadable Powerpoint presentation for each week of the program. This presentation can be adapted to meet the needs of your audience.

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Program Length	6 weeks
Source of Program	Washington State Dairy Council ( <i>preview copy available</i> )
Contact Information	Linda Mendoza, R.D. Washington State Dairy Council 4201 198 <sup>th</sup> St. SW, Suite 102 Lynnwood, WA 98036 E-mail: <a href="mailto:Mendoza@eatsmart.org">Mendoza@eatsmart.org</a> Website: <a href="http://www.eatsmart.org">www.eatsmart.org</a> Voice: (425) 744-1616 Fax: (425) 670-1222
Cost	\$15 per copy or \$13 for orders of 10 or more
Focus	Increasing knowledge and awareness; lifelong healthy eating and fitness
Target Audience	It is ideal for individual use, worksites, health clubs, outpatient clinics, group classes, senior centers, and one on one counseling.

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# ***Holiday Cooking Contest***

Employees are asked to submit a favorite low-fat or healthy version of a holiday recipe and then prepare it for participation in the contest. Judges (volunteer chefs from local restaurants/catering businesses) evaluate the dishes and award prizes in a variety of categories. All of the recipes used are put together in a cookbook that is distributed to all of the event's participants, and the recipes for the winning entries are published in a monthly newsletter.

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Program Length	Three days
Source of Program	City and Borough of Juneau's Health Promotion Program "Health Yourself"
Contact Information	Carol White DPH Section of Epidemiology, Health Promotion Department of Health & Social Services PO Box 110616 Juneau, AK 99811-0616 Voice: (907) 465-8670 Fax: (907) 465-2770 carol_white@health.state.ak.us
Cost	Promotional materials, decorations, cookbook publication, prizes
Staff Time Required	15 hours, primarily in production of the cookbook
Focus	Encouraging low-fat/low-calorie alternatives for holiday foods
Target Audience	All types

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# ***Iditacise***

Worksite employees divide into teams (could be done individually as well). Individual team members contribute to the team goal of completing 1100 miles (Anchorage to Nome) of exercise during the month of March. Five minutes of exercise equals one mile. Team progress is posted weekly on a big map of Alaska, following the Iditarod trail! The program starts on the day the Iditarod starts. The finish is when the first team (at the worksite) crosses the finish line. Other teams continue to exercise to receive 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> places, etc. until all teams have finished. This is a fun program and a good way to promote individual fitness.

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Program Length	Usually 2-6 weeks
Source of Program	Anchorage Daily News
Contact Information	Angela Davis Fairbanks Public Health Center 1025 West Barnette St. Fairbanks, AK 99701-4541 E-mail: Angela_Davis@health.state.ak.us Voice: (907) 452-1776 Fax: (907) 451-1611
Cost	There is no cost, unless you choose to give prizes
Staff Time Required	One hour a week
Focus	Behavior change, increasing physical fitness, teamwork, increasing workplace morale
Target Audience	Any size group of people who would like to start or add to a fitness program

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# ***My Healthy Weight***

BP Exploration Alaska offers an online health program through a website customized for them by the Mayo Clinic. The My Healthy Weight program is a feature of this website -- it is a 12-week weight management program that individuals may join at any time and progress at their own pace. The program helps to educate individuals on healthy eating, activity and encourages living a healthy lifestyle. BP Exploration Alaska holds weekly sessions to discuss the topic of week and adds additional information to enhance the on-line material.

Program Length	12 weeks
Source of Program	The Mayo Clinic, BP Exploration Alaska Health Promotion, customized website, the Mayo Clinic public website may be accessed at <a href="http://www.mayoclinic.com">www.mayoclinic.com</a> .
Contact Information	Mike Chriss, Health Promotion Coordinator BP Exploration Alaska PO Box 196612, MB3-3 Anchorage, AK 99519 E-mail: <a href="mailto:chrissmn@bp.com">chrissmn@bp.com</a> Voicemail: 907.564.4817
Cost	The cost of the customized website (monthly hosting fee - see <a href="http://www.mayoclinic.com">www.mayoclinic.com</a> under 'online resources' for details) and \$60 - \$100 for handouts, sample foods, logbooks, and prizes/giveaways.
Staff Time Required	Ranges between 2-4 hours per week
Focus	Encouraging healthy eating and weight management, establishing healthy lifestyle behaviors
Target Audience	Any organization

# ***Personal Energy Plan***

Personal Energy Plan is a self-directed manual with an introduction to physical activity or healthy eating and behavior change. It works to move employees closer to optimal health and increased energy. In each kit there are goals for reaching behavioral recommendation for better health. There is also a coordinator's kit with a variety of activity ideas to coincide with the employee kits.

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Program Length	12 weeks
Source of Program	Cooper Institute for Aerobics Research
Contact Information	Carol Mooney 12330 Preston Road Dallas, TX 75230 E-mail: <a href="mailto:cmooney@cooperinst.org">cmooney@cooperinst.org</a> Website: <a href="http://www.cooperinst.org">www.cooperinst.org</a> Voice: (800) 635-7050 ex. 3232 Fax: (972) 341-3206
Cost	\$6/kit/employee (kits available in packets of 25), plus \$45 for coordinator's guide (optional)—A free sample of the program brochure is available from the contact above.
Staff Time Required	Depends on coordinator's involvement— at most 4 to 20 hours/week
Focus	Increasing knowledge; increasing awareness; changing behavior
Target Audience	Any size worksite

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# ***Poker Walk***

This provides a fun theme for a walking event and often attracts hard-to-reach employees. Employees follow a walking route with five checkpoints along the way. At each checkpoint participants receive a poker card. At the end of the walk prizes are given for high hand and low hand.

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Program Length	1 hour
Source of Program	Association of Washington Cities
Contact Information	Julie McDowell Health Promotion Coordinator 1076 Franklin Street S.E. Olympia, WA 98501 E-mail: <a href="mailto:juliem@awcnet.org">juliem@awcnet.org</a> Website: <a href="http://www.awcnet.org/wellness">www.awcnet.org/wellness</a> Voice: (360) 753-4137 Fax: (360) 753-4896
Cost	Playing cards and prizes
Staff Time Required	2 hours
Focus	Increasing awareness
Target Audience	Any size worksite

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# ***Recreational Tournaments***

Hold a tournament with interdepartmental competition. Try badminton, a basketball shoot-out, pickleball, croquet, frisbee golf, or ping-pong. You may want to combine several events into an Olympic-style tournament. For added fun, include a tricycle relay, hula hoop contest, recycle bin basketball, ring toss (using traffic cones) or balloon toss.

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Program Length	1 day to 1 week
Source of Program	Association of Washington Cities
Contact Information	Julie McDowell Health Promotion Coordinator 1076 Franklin Street S.E. Olympia, WA 98501 E-mail: <a href="mailto:juliem@awcnet.org">juliem@awcnet.org</a> Website: <a href="http://www.awcnet.org/wellness">www.awcnet.org/wellness</a> Voice: (360) 753-4137 Fax: (360) 753-4896
Staff Time Required	5-15 hours
Focus	Increasing awareness
Target Audience	Large worksites

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# ***Smoking Cessation Quit Line***

Alaska's Tobacco Quit Line provides free one-on-one telephone counseling, information on how to quit, and referral services day and night, seven days a week. The program is patterned on other successful service programs nationwide and developed with CDC 'best practices' guidelines. Studies show that telephone-based cessation programs produce significantly higher quit rates than programs using self-help materials alone. The Quit Line is funded by the State with tobacco settlement dollars, so it remains a free service. The State Tobacco Prevention and Control Program can also furnish informative brochures and posters to assist your local program.

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Program Length	Individually Determined
Source of Program	State Tobacco Prevention & Control Program
Contact Information	1-888-842-QUIT (7848)
Cost	Free Service - cost for incentives to participate
Staff Time Required	Time to coordinate distribution of publications or encouragement of participants
Focus	Encouraging behavior change
Target Audience	All current smokers

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# ***Stairwell Roulette***

An envelope is placed on a random floor in the stairwell on a random day of the week (preferably not Monday). When people walk up the stairs, they look for the envelope, and if they find it, they remove a card from inside stating, “See \_\_\_\_\_ for a healthy treat.” Then they report to the individual specified on the card and receive a small goodie as reward for taking the stairs.

Program Length	Weekly
Source of Program	Alaska Department of Health & Social Services, Division of Health Care Services
Contact Information	Thalia Wood Newborn Metabolic Screening Division of Health Care Services 3601 C Street Anchorage, AK 99503 Voice: (907) 269-3499 Fax: (907) 269-3465 thalia_wood@health.state.ak.us
Cost	Cost of snacks and materials
Staff Time Required	Minimum - Time to place the envelope each week, and time to hand out treats.
Focus	Encouraging healthy habits
Target Audience	Any workplace with a stairwell.

# ***Take Charge Challenge***

The Take Charge Challenge is a low cost physical activity behavior change program. A program coordinator divides the workforce into teams. Team captains provide employees with program and registration materials. Participants set point goals based on the amount of physical activity they plan to accomplish. The participant's baseline stage of change is measured with a survey tool when they register. A steering committee purchases incentives. Participants qualify for incentives at registration, 5 weeks, half of their point goal, and at 10 weeks when they reach their goal and document their exit stage of change. Team captains qualify for incentives if half of their team signs up to participate and if 75% of those who sign up to participate reach their goals.

Program Length	10 weeks
Source of Program	Georgia Commission for Physical Fitness and Sports
Contact Information	Bruce Leonard AIM 2010 809 Mill Bend Drive Lawrenceville, GA 30044 E-mail: bel0@gateway.net Website: www.takechargechallenge.com Voice: (770) 978-2289 Fax: (770) 339-2334
Cost	Program materials are free. Cost for incentives.
Staff Time Required	Full time coordinator for 14 weeks, plus 8 hours for 10 weeks for each team captain
Focus	Changing behavior
Target Audience	Any size worksite

# ***The Great American Smokeout: Take a Tobacco User to Lunch***

The Great American Smokeout is a national program promoted by the American Cancer Society, and it is usually held the third Thursday of November. The Cancer Society provides many tobacco cessation-related publications to assist smokers in their efforts to quit. The “Take a Tobacco User to Lunch” is a local program created to enhance the Smokeout activities. On the day of the Smokeout, a non-tobacco-user teams up with a tobacco user and prepares a dish for both of them to contribute to a potluck. At the potluck, tobacco cessation survival kits (containing gum, hard candy, paperclips, rubber bands, etc.) are distributed to those trying to quit, and a humorous stress management video is shown. The non-tobacco-user supports the tobacco user throughout the day in their efforts to quit using tobacco.

Program Length	1 day
Source of Program	City and Borough of Juneau’s Health Promotion Program “Health Yourself”; American Cancer Society <a href="http://www.cancer.org">www.cancer.org</a>
Contact Information	American Cancer Society 1057 W Fireweed Lane, Suite 204 Anchorage, AK 99503 Voice: (907) 277-8696 Fax: (907) 263-2073 <a href="http://www.cancer.org/smokeout/">www.cancer.org/smokeout/</a>
Cost	Minimal - supplies for survival kit
Staff Time Required	Minimal - 3 hours for preparation and program
Focus	Offers support for tobacco cessation
Target Audience	Tobacco users and their friends.



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# ***Walking & Running Routes***

Measure walking/running routes that begin and end at the company buildings. Print maps including distances and special attractions on each route. Ask employees to submit their favorite walking/running route. Give each route a name. Encourage employees to take walks during breaks, at lunch, and before and after work.

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Program Length	Ongoing
Source of Program	Association of Washington Cities
Contact Information	Julie McDowell Health Promotion Coordinator 1076 Franklin Street S.E. Olympia, WA 98501 E-mail: <a href="mailto:juliem@awcnet.org">juliem@awcnet.org</a> Website: <a href="http://www.awcnet.org/wellness">www.awcnet.org/wellness</a> Voice: (360) 753-4137 Fax: (360) 753-4896
Cost	Cost for printing maps
Staff Time Required	5-10 hours
Focus	Making changes to environment (facilities, cultural supports)
Target Audience	Any size worksite

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# ***Walking Wednesday***

Individuals are encouraged to walk throughout the week. Wednesday is a special day for walking -- participants sign-up throughout the day to win a random prize drawing, and between the hours of 11am and 1pm, promoters are there to encourage participants. Each Tuesday two reminder posters are displayed to remind individuals that tomorrow is Walking Wednesday. Each Wednesday the Walking Wednesday Poster is set-up with the sign in sheet. The poster contains three pieces of information. One section gives participants the day's weather, another section offers a weekly wellness tip and the third section offers information on a variety of subjects. Walking Wednesday is a great summertime activity and may be modified to fit the winter months.

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Program Length	Weekly
Source of Program	BP Exploration Alaska, Health Promotion
Contact Information	Mike Chriss, Health Promotion Coordinator BP Exploration Alaska PO Box 196612, MB3-3 Anchorage, AK 99519 E-mail: chrissmn@bp.com Voicemail: 907.564.4817
Cost	Cost of prizes and posters
Staff Time Required	1 to 1.5 hours a week
Focus	Encouraging healthy habits, providing information for awareness and education
Target Audience	All types

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# Walking Well

Employees met twice a week to walk. Participants were loaned step counters (pedometers) to monitor their daily activity with the goal of getting 10,000 steps per day. They could buy the step counter at the end of the program. At the beginning and end of the 10 weeks, participants were given a fitness assessment that included a one-mile walk test and body mass index (BMI) calculation. They paid \$10 to participate. After the 5<sup>th</sup> week they earned an incentive gift. At the end of the program they earned a T-shirt and a \$20 coupon for running/walking shoes at a local sporting goods store.

Program Length	10 weeks
Source of Program	Marion County, Oregon <i>(samples of are available from contact below)</i>
Contact Information	Carla Gunter Marion County Support Services 3150 Lancaster Dr. NE Salem, OR 97305 E-mail: <a href="mailto:cgunter@co.marion.or.us">cgunter@co.marion.or.us</a> Website: <a href="http://www.wellpage.com">www.wellpage.com</a> Voice: (503) 373-4425 Fax: (503) 588-7951
Cost	Step counters; incentives; \$10 fee covered T-shirt; running/walking shoe coupons were donated
Staff Time Required	Staff accompanied walkers at least one of the two days each week, facilitated the fitness walking test, and did BMI calculations
Focus	Increasing knowledge; increasing awareness; changing behavior
Target Audience	Any size worksite

# ***Wellness Trek***

Whether you're a couch potato, a marathoner, or somewhere in between, this six-week, self-scoring game can be tailored to you. A game is provided to all interested employees. Participants set personal wellness goals and begin. They then add up points for the daily nutrition, exercise and stress activities that help them reach their goal. "Travel tip sheets" are available for each week emphasizing a different health behavior. This program is available to purchase. Free samples of program materials are available from the contact below.

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Program Length	6 weeks
Source of Program	Washington State Dairy Council
Contact Information	Linda Mendoza 4201 198 <sup>th</sup> St. SW Suite 102 Lynnwood, WA 98036-6751 E-mail: mendoza@eatsmart.org Website: www.eatsmart.org Voice: (425) 744-1616 Fax: (425) 670-1222
Cost	\$5 plus the cost of any prizes
Staff Time Required	15 hours
Focus	Increasing awareness; increasing knowledge; changing behavior
Target Audience	Any size worksite

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# Worksite Wellness Strategies

Using *The Ultimate Guide of ONE-MINUTE Workouts* (by Bonnie Nygard, M.Ed. & Bonnie Hopper, M.Ed., ©2000) as a guide, coordinate a series of “Fitness Challenges” that can last a week or longer. “Challenges” can be interdepartmental or department-versus-department and can involve a healthy prize for those who perform the exercises 100% of the time. Some examples of “challenges” are: Chairs x 2—every time the challenged person sits down, they must stand back up, and sit down again slowly (great muscle power activity for the quadriceps and gluteals); Stairs x 2—every time the challenged person encounters a flight of stairs, they walk up them, walk back down and then up again; Water Watch—every employee has a 32 oz. water bottle that they fill each morning with water and at the end of the day, all bottles must be empty no matter how often they were filled throughout the day; Wacky Exercise Challenges—ask employees to create their own challenges with exercises from the guide—choose a different muscle group each week.

Program Length	Ongoing
Source of Program	<i>The Ultimate Guide of ONE-MINUTE Workouts</i> written by Bonnie Nygard, M.Ed. & Bonnie Hopper, M.Ed.
Contact Information	Book can be purchased for \$9.95 each by contacting the publisher, Robert D. Reed Publishers. ISBN 1-885003-37-4 E-mail: 4bobreed@msn.com, website: www.rdrpublishers.com Voice: (650) 994-6570 Fax: (650) 994-6579
Cost	Cost of book and prizes if desired. Water bottles are a good incentive.
Staff Time Required	One to two hours total—time to introduce workers to program, make copies of exercises or challenges
Focus	Team building, increasing knowledge and awareness and promoting behavior change
Target Audience	Any size worksite—split into pairs or teams



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# ***Health Risk Appraisal (HRA)***

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## **What is an HRA?**

A HRA is a tool used by individuals and organizations to determine risk factors for current health profiles. HRA's are administered as questionnaires and depend heavily on honest answers by the participants.

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## **What does an HRA do?**

Most HRA's provide participants with a personalized health report. Reports can describe any number of risk factors, as well as recommendations on how to reduce or eliminate them. Employers who administer HRA's to their employees through work-site health promotion programs can obtain aggregate data reports showing target risks within their organization.

Using an HRA to pinpoint risks is an extremely valuable tool when choosing the direction and/or focus of a health promotion program.

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## **What type of questions should an HRA include?**

An effective HRA should provide questions pertaining to:

Nutrition	Well Being
Fitness Levels	Personal Health History
Alcohol	Family Planning
Body Image	Family Health History
Safety	Cancer
Cardiovascular Risk Factors	Health Interests
Menopause	Osteoporosis

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## **Using HRAs as Worksite Health Promotion Tools:**

Information obtained from HRA's can provide management with aggregate health data of their employee population. Aggregate data can provide awareness of current or potential health problems, help motivate employees to participate in wellness programs or see their physician for preventative treatment, provide baseline information for follow-up HRA's, and most importantly identify modifiable risk factors which may be remedied by an effective health promotion program.

## ***Health Risk Appraisal (HRA)*** *(Continued)*

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### **Confidentiality:**

When searching for an HRA provider or when creating your own, it is important to keep confidentiality in mind. Obtaining accurate data through the use of a HRA can only be done if your employees feel that their information will be kept confidential. Employees should be informed that management will only have access to aggregate data. If management will have access to personal information, you should state exactly how that information will be used if you are to obtain accurate results.



# ***Other Sources of Information on Promoting Health at Work***

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## **Web Sites**

**American College of Sports Medicine**  
[www.acsm.org](http://www.acsm.org)

**American Heart Association**  
[www.americanheart.org](http://www.americanheart.org)

**Healthy Achievers**  
[www.healthyachievers.com](http://www.healthyachievers.com)

**Institute for Health and Productivity  
Management**  
[www.ihpm.org](http://www.ihpm.org)

**Mayo Clinic Health Information**  
[www.mayoclinic.com](http://www.mayoclinic.com)

**National Wellness Institute**  
[www.nationalwellness.org](http://www.nationalwellness.org)

**National Association for Health &  
Fitness**  
[www.physicalfitness.org](http://www.physicalfitness.org)

**Partnership for Prevention**  
[www.prevent.org](http://www.prevent.org)

**Pro-Fit**  
[www.exercisexpress.com](http://www.exercisexpress.com)

**Shape Up America**  
[www.shapeup.org](http://www.shapeup.org)

**Web Walking**  
[www.webwalking.com/hiking.html](http://www.webwalking.com/hiking.html)

**Wellness Councils of America**  
[www.welcoa.org](http://www.welcoa.org)

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## **Books and Articles**

"Financial Impact of Worksite Health Promotion and Methodological Quality of the Evidence," Aldana, Steven G., American Journal of Health Promotion, March/April 1998.

Healthy Workforce 2010: An Essential Health Promotion Sourcebook for Employers, Large and Small," Partnership for prevention, 2001, [www.prevent.org](http://www.prevent.org)

## Organizations

**Worksite Health Promotion  
Special Interest Group  
American College of Sports Medicine**

P.O.. Box 1440  
Indianapolis, IN 46206-1440  
(317) 637-9200

**American Heart Association**

1057 W. Fireweed Lane, Suite 206  
Anchorage, AK 98509  
(907) 263-2044  
(800) 562-6718

**Fitness & Exercise Referral Network**

4026 NE 55 St. Suite D150  
Seattle, WA 98105  
(206) 525-3475 ext. 3305

**Health Enhancement Research  
Organization (HERO)**

3500 Blue Lake Drive, Suite 270  
Birmingham, AL 35243  
(205) 969-2680  
[www.the-hero.org](http://www.the-hero.org)

**Health Enhancement Systems**

802 E. Ashman  
PO Box 1335  
Midland, MI 48641-1335  
(800) 326-2317

**Healthy Achievers**

22 Hayes Road  
Madbury, NH 03820  
(603) 743-3883

**Hope Publications**

350 Michigan Ave, Suite 301  
Kalamazoo, MI 49007-3851  
(800) 334-4094

**Koop National Health Awards  
(The Health Project)**

Stanford University School of Medicine  
Department of Medicine  
1000 Welch Road, Suite 203  
Palto Alto, CA 94304-5755  
(650) 723-6003  
<http://healthproject.stanford.edu>

**National Association of Governors  
Councils on Physical Fitness and  
Sports**

Pan American Plaza  
201 South Capital Ave., Suite 560  
Indianapolis, IN 46225  
(317) 237-5630

**National Wellness Institute**

P.O. Box 827  
Stevens Point, WI 54481-0827  
(715) 342-2969

**Parlay International**

P.O. Box 8817  
Emeryville, CA 94662-0817  
(510) 601-1000

**President's Council on Physical  
Fitness and Sports**

HHH Building, Room 738H  
200 Independence Ave SW  
Washington, D.C. 20201  
(202) 690-9000

**Pro-Fit**

12012-156<sup>th</sup> Ave. SE.  
Renton, WA 98059  
(206) 255-3817

**Wellness Councils of America**

Community Health Plaza, Suite 311  
7101 Newport Ave.  
Omaha, NE 68152-2175  
(402) 572-3590

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# National Health Observances

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## January

### **National Volunteer Blood Donor Month**

American Association of Blood Banks  
Department of Communications and Public  
Relations  
(301) 907-6977  
[www.aabb.org](http://www.aabb.org)

### **Healthy Weight Week**

January 18-24  
Healthy Weight Journal  
402 South 14th Street  
Hettinger, ND 58639  
(701) 567-2646  
[www.healthyweightnetwork.com](http://www.healthyweightnetwork.com)

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## February

### **American Heart Month**

American Heart Association  
(800) AHA-USA1  
[www.americanheart.org](http://www.americanheart.org)

### **National Girls and Women in Sports Day**

1<sup>st</sup> Wednesday of February  
Women's Sports Foundation  
Eisenhower Park  
East Meadow, NY 11554  
(800) 227-3988  
[www.womenssportsfoundation.org](http://www.womenssportsfoundation.org)

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## March

### **National Nutrition Month**

American Dietetic Association  
216 W. Jackson Blvd., Suite 800  
Chicago, IL 60606-6995  
(312) 899-0040  
[www.eatright.org](http://www.eatright.org)

### **Workplace Eye Health & Safety Month**

Prevent Blindness America  
500 East Remington Road  
Schaumburg, IL 60173-5611  
(800) 331-2020  
[www.preventblindness.org](http://www.preventblindness.org)

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## April

### **National Cancer Control Month**

American Cancer Society  
Alaska Chapter  
1057 W. Fireweed Lane, Suite 204  
Anchorage, AK 99503  
(907) 277-8696  
[www.cancer.org](http://www.cancer.org)

### **National Humor Month**

The Carmel Institute of Humor  
25470 Canada Drive  
Carmel, CA 93923-8926  
(831) 624-3058  
[www.larrywilde.com](http://www.larrywilde.com)

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## May

### **Clean Air Month**

American Lung Association  
Communications Department  
1740 Broadway  
New York, NY 10019-4374  
(800) 586-4872  
[www.lungusa.org](http://www.lungusa.org)

### **National Employees Health & Fitness Day**

3<sup>rd</sup> Wednesday in May  
National Association for Health and Fitness  
401 W. Michigan Street  
Indianapolis, IN 46202  
(317) 955-0957

## National Health Observances *(continued)*

### June

#### **National Headache Awareness Week**

National Headache Foundation  
428 W. St. James Place, 2nd Floor  
Chicago, IL 60614-2750  
(800) 843-2256

#### **National Mens' Health Week**

National Mens' Health Foundation  
33 East Minor Street  
Emmaus, PA 18098-0099  
(610) 967-8620  
[www.menshealth.com](http://www.menshealth.com)

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### July

#### **International Massage Week**

July 12-18  
Associated Bodywork and Massage  
Professionals  
28677 Buffalo Park Road  
Evergreen, CO 80439-7347  
(800) 458-2267  
[www.abmp.com](http://www.abmp.com)

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### August

#### **Medic Alert Awareness Month**

Medic Alert Foundation International  
2323 Colorado Avenue  
Turlock, CA 95382  
(800) 825-3785  
[www.medicalert.org](http://www.medicalert.org)

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### September

#### **National Cholesterol Education Month**

National Heart, Lung & Blood Institute  
Information Center  
PO Box 30105  
Bethesda, MD 20824-0105  
(301) 592-8573  
[www.nhlbi.nih.gov/chd/](http://www.nhlbi.nih.gov/chd/)

#### **Prostate Cancer Awareness Week**

September 13-19  
American Foundation for Urological Disease  
300 S. Jackson Street, Suite 540  
Golden, CO 80209  
(303) 316-4685  
[www.pcaw.com](http://www.pcaw.com)  
[www.afud.org](http://www.afud.org)

#### **5-A-Day for Better Health Week**

September 20-26  
National Cancer Institute  
5-A-Day for Better Health Program  
Executive Plaza North, Suite 330  
6130 Executive Blvd., MSC 7332  
Bethesda, MD 20892-7332  
(301) 496-8520  
<http://5aday.nci.nih.gov>

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### October

#### **National Depression and Mental Health Month**

Pharmacist Planning Services, Inc.  
101 Lucas Valley Road #210  
San Rafael, CA 94903  
(415) 479-8628  
[www.ppsinc.org](http://www.ppsinc.org)

#### **Talk About Prescriptions Month**

National Council on Patient Information &  
Education  
4915 Saint Elmo Avenue, Suite 505  
Bethesda, MD 20814-6082  
(301) 656-8565  
[www.talkaboutrx.org](http://www.talkaboutrx.org)

#### **National Adult Immunization Awareness Week**

October 12-18  
National Coalition for Adult Immunization  
4733 Bethesda Avenue, Suite 750  
Bethesda, MD 20814-5228  
(301) 656-0003  
[www.nfid.org/ncai/](http://www.nfid.org/ncai/)

# **National Health Observances** *(continued)*

## **November**

### **American Diabetes Month**

American Diabetes Association  
1701 N Beauregard Street  
Alexandria, VA 22311  
(800) 342-2383  
[www.diabetes.org](http://www.diabetes.org)

### **Random Acts of Kindness Week**

November 9-15  
Random Acts of Kindness Foundation  
1801 Broadway Street, Suite 250  
Denver, CO 80202  
(800) 660-2811  
[www.actsofkindness.org](http://www.actsofkindness.org)

### **Great American Smokeout**

American Cancer Society  
National Headquarters  
1599 Clifton Road, NE  
Atlanta, GA 30329  
(800) ACS-2345  
[www.cancer.org](http://www.cancer.org)

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